



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

LASHAWNDR A VERNON, CHAIR

Deshea Agee, Vice-Chair

*Theresa Garrison, Anthony Smith, Baboonie Tatum, and
Rayhainio Boynes*

Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456,

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Legislative Liaison, Ted Medhin, 286-8681,

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Monday, August 2, 2021

2:30 PM

Virtual

Special Public Hearing

This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/863300021>. You can also dial in using your phone United States: +1 (872) 240-3212 and Access Code: 863-300-021.

1. Call to order.

The meeting was called to order at 2:36 p.m.

2. Roll call.

Member Smith joined the committee during item 5, c. at 3:37 p.m.

Present 5 - Agee, Vernon, Boynes, Smith and Tatum

Absent 1 - Garrison

Also present:

Amy Turim, Dept. of City Development Real Estate

Sam Leichtling, Dept. of City Development Planning Division

Monica Wauck-Smith, Dept. of City Development Planning Division

3. Review and approval of the previous meeting minutes from July 19, 2021.

Meeting minutes from July 19, 2021 were approved without objection.

4. 1937 N. Dr. Martin Luther King Jr. Drive RFP proposals review and recommendations.

The application of Niche Book Bar by Cetonia Weston-Roy was announced as the highest scoring applicant followed by the application of The Space MKE by Alyssa and Anthony Neff as the second highest scoring applicant.

Cetonia Weston-Roy appeared and said that her submittal was for a bookstore offering African American literature, wine, coffee, tea, family gatherings, and book club gatherings in the evenings.

Members said that Ms. Weston-Roy had experience and displayed activeness and engagement with many partners through pop-up sites and Bronzeville Week in the past, that they were supportive of moving her development forward, and that all RFP submittals brought to the committee were of quality.

Ms. Turim added that The Space MKE project was for a multi-use art and recording studio/event venue and should be considered for the RFP as a runner-up should the development with Niche Book Bar fall through.

Alyssa Neff appeared and said she was supportive of Niche Book Bar and the decision.

Vice-chair Agee moved approval, seconded by member Tatum, to award the 1937 N MLK Jr. Dr. RFP to Centonia Weston-Roy for the Niche Book Bar development. There was no objection.

5. Bronzeville Overlay Zone

a. Presentation related to the creation and functions of zoning overlay districts

Mr. Leichtling and Ms. Wauck-Smith gave a PowerPoint presentation overview on overlays and planning context as follows:

An overlay is used for areas of the city with unique situations where special approaches to development may be warranted, to protect against incompatible development, and to advance development goals for the area. It adds new standards for use and/or design to ensure that new developments will not adversely affect surrounding areas.

Much planning and thoughtfulness for the Bronzeville area had been done previously and was ongoing. The 2005 Bronzeville Redevelopment Plan established the Bronzeville Cultural and Entertainment District, goals, and recommendations for property acquisition, public infrastructure, land use, urban design standards, zoning changes, and use restrictions for City/RACM owned property. The 2009 Northeast Side Plan had Bronzeville recommendations on mixed use development, streetscaping and traffic calming measures, cultural and entertainment uses, and high impact development at key sites. The 2013 Bronzeville Charette resulted in the recommendations for year round promotion of entertainment venues, mixed use development, sit down restaurants, theaters, cultural institutions, taverns, artist studios, and broadcasting facilities.

The 2018 Equitable Transit Oriented Development (TOD) Study planned for future streetcar route extension and growth from downtown into surrounding communities such as up north into Bronzeville and MLK Jr. Dr. Many public meetings and workshops were done with 10 community workshops, 5 plan advisory group meetings,

and 2 artist workshop in Bronzeville. Public engagement found that the community wanted housing, business and retail, and history and character. Housing goals were to preserve affordable units, avoid displacement, provide a mix of market rate and workforce housing, improve quality of housing stock, and provide a mix of housing types. Business and retail goals were for affordable commercial spaces, bringing more business and retail into neighborhoods, and for everyday retail, restaurants, and other family entertainment uses. History and character goals were to maintain neighborhood character, celebrate African-American and Bronzeville culture and history, promote development of vacant lots, have taller buildings along the corridor if well designed, activate streets, make neighborhoods more pedestrian friendly, address parking concerns, integrate bike lanes on key streets, and have more green space. MLK Jr. Drive would be improved in street character and development overall.

There have been local artist workshops done. The Bronzeville Public Art Strategy had recommendations to support land use recommendations from the 2005 Bronzeville Redevelopment Plan, events, community collaborations, temporary uses/pop ups/installations, murals, public spaces, artist community organizations, and facilities for artists and community. Bronzeville future development would build on recent successes with a new generation of housing, storefronts, cultural, and entertainment uses. A range of opportunity sites would see new infill development, extending the housing, retail and entertainment opportunities in the neighborhood. Potential TOD zoning would have new base zoning in select districts near proposed transit lines, based on existing regulations but modified to be more transit-friendly and walkable, and retain existing building form but increase potential density, remove future mother vehicle and outdoor storage use, protect existing lower facades using height bonus, and have districts possibly used in other areas of the City.

Mr. Leichtling and Ms. Wauck-Smith continued with the presentation on zoning, types of overlay districts, interim study overlay, and next steps as follows:

Current zoning in the Bronzeville District was Local Business (LB2). Allowable uses included multi-family housing, general office, general retail, artist studio, personal/business services, sit-down restaurant and tavern, and hotel. Uses requiring special use approval from BOZA included community center, social service, health clinic, motor vehicle uses, drive through restaurant, and agricultural uses. There was sentiment that the current zoning was not satisfactory due to prevent undesirable private developments from occurring. There was sentiment to add more discretionary review above the current zoning with an overlay regarding development proposals. There were four possible overlay types.

A Site Plan Review Overlay Zone (SPROZ) would add design and building placement standards to provide improved buffers, access, and neighborhood compatibility and transitions. It does not regulate use. The procedure would be to establish an overlay boundary and create design standards. Development within the boundary would require review and approval by the City Plan Commission (3 week cycle and \$1,500 application fee). An example was the Riverwalk SPROZ.

A Development Incentive Zone (DIZ) would create new development projects that were more compatible with existing development on adjacent sites, encourage creativity and excellence in design and layout, and utilize a review process without undue delays. The procedure would be to establish an overlay boundary and create performance standards (design and use). Development within the boundary would require review and approval by the City Plan Commission (3 week cycle and \$1,500 application fee).

Requests to deviate from the standards in new overlays would require Common Council approval. An example was The Brewery DIZ.

A Neighborhood Conservation Overlay Zone (NCO) would guide development in a manner to positively contribute to revitalization or conservation of older areas or districts possessing distinctive features, identity, or character worthy of retention and enhancement. The procedure would be to establish an overlay boundary and create conservation standards to regulate use and design for the preservation and enhancement of neighborhood character/identity and to prohibit incompatible uses. Development within the boundary would require staff review and approval. Requests to deviate from standards would require City Plan Commission approval. An example was the Mitchell Street NCO.

An Interim Study Overlay Zone (ISO) would require discretionary review of development proposals in areas where changes in zoning provisions were being contemplated or under study. The procedure would be to establish an overlay boundary and approve an interim study plan. All permitted uses would become special uses requiring BOZA approval (6-8 week cycle, \$300-\$500 application fee) while the ISO remained in effect. BOZA review would include confirmation of no conflict with study plan goals.

The process for overlay creation would require a file introduced at Common Council; a City Plan Commission public hearing; Zoning, Neighborhoods and Development Committee public hearing; and Common Council approval. Projects within overlays would require City Plan Commission and possible public hearings. Amendments to and deviations from an overlay would be heard by CPC, ZND, and Council.

b. Discussion and review on advancing an overlay zone

Mr. Leichtling and Ms. Wauck-Smith commented. Ald. Milele Coggs had introduced legislation to pursue an Interim Study Overlay Zone (short-term goal) that would require all developments to have BOZA review while a study would be done to identify an appropriate overlay for the long-term. A negative of ISO that the committee should consider was that it may be a burden to local small businesses to require them to get BOZA review and approval. If adopted, a ISO would be in effect for 2 years or earlier should another overlay be adopted.

Members inquired about the adoption of the 2005 Bronzeville Redevelopment Plan and the review of conditional and prohibited uses listed under the plan, national parks or national heritage designations impacting an overlay, the application of elements from multiple overlays, and timeline for pursuing an overlay.

Mr. Leichtling replied. The plan was adopted. Review of conditional or prohibited uses under the plan applied only to RACM/City owned properties. The listing of uses could require a reassessment. Review of those uses did not apply to private properties. An overlay would be a method to address private property uses. National heritage designations did not impact what can be done on private properties. He did not foresee needing multiple elements from different overlays. He felt that one overlay would be determined to satisfy and meet needs. The Interim Study Overlay file would be considered at public hearings before the City Plan Commission meeting on August 23, 2021, Zoning, Neighborhoods and Development Committee meeting on September 14, 2021, and Common Council meeting on September 21, 2021.

The committee considered item 5, c. for public testimony and then reconsidered item

5, b. on advancing an overlay.

After initial ask for more time, information, and for staff to forward the PowerPoint presentation, members said that they felt comfortable moving forward with an Interim Study Overlay (as a short term solution) to meet the planned timeline while needing more information and time to study and choose a long term overlay type for the district. Another goal would be to assess and update the listing of uses under the 2005 Bronzeville Redevelopment Plan.

Vice-chair Agee moved approval, seconded by member Smith, to advance an Interim Study Overlay, as proposed, for the Bronzeville Cultural and Entertainment District. There was no objection.

Chair Vernon said that she would like to discuss strategy for community engagement with DCD on a long term overlay and that she had possible resources.

Mr. Leichtling added that members could attend the City Plan Commission August 23rd meeting and could offer additional input up to that meeting.

c. *Public testimony*

**Members of the public may provide oral testimony regarding the goals, needs and desires of residents, businesses, property owners and other stakeholders for the Bronzeville community and an overlay zone.*

Member Smith joined the committee at 3:37 p.m.

Michael Adetoro appeared and questioned the impact of an Interim Study Overlay on the City plan development process.

Mr. Leichtling replied that a rezoned planned development would not be subject to an Interim Study Overlay but would still be subject to the Common Council process.

The committee went back to item 5, b. to review advancing an overlay zone.

6. Bronzeville Week update.

Mr. Lee said that information regarding Bronzeville Week was forwarded to members.

Members said that the event was from Saturday, August 7 to Saturday, August 14th; that inquiries can be directed to chair Vernon, vice-chair Agee, or Vanessa Claypool; that the event was in its 10th year anniversary; that the vision for the event came from Ald. Milele Coggs; that there would be many activities and events such as the trolley, art walk, historical conversations; that Rise N' Grind would be open for the week; Clinton Rose Park games were added to the event; and for everyone to engage and support the event.

7. Announcements.

Chair Vernon announced that she was eligible, after passing her certification, to assist with art installation disaster recovery.

Vice-chair Agee announced the Cash Mob event on MLK Jr. Drive from July 23rd to

October 15th, invited all to support the local businesses, and that the current Cash Mob week was at Birdsongs.

8. Adjournment.

Meeting adjourned at 4:15 p.m.

*Chris Lee, Staff Assistant
Council Records Section
City Clerk's Office*